

Joseph, Nathan

[Joseph Brothers]

Letter only.

CALIFORNIA GOLD



NATHAN JOSEPH
2206 STEINER ST.
SAN FRANCISCO, CAL.

DEAR SIR:

The above 10 coins are an exact facsimile of my new California gold quarter and half-dollar pieces. They are the smallest, best designed and most artistically executed souvenir gold coins in existence, and are similar to the original issue. On the face is an Indian head surrounded by stars, with the date under the head. On the reverse side are only the words "California gold," which are enclosed in a wreath.

These 25 and 50 cent gold pieces were first made by my brothers, the firm of Joseph Bros., San Francisco, in 1852. In the pioneer days of California they circulated as actual money, the government then permitting all gold coin up to the size of a slug or Fifty (\$50) Dollar piece to be coined in private mints. On or about the year 1855 a law was passed prohibiting private mints from coining gold, except in the case of these diminutive coins, which the government never made, and considered too small for circulation. To insure no interference in their sale by the government, everything has been done, even to withdrawing from the coin its representative value, the pioneer coin having on it its face value, one-quarter and one-half dollar.

I now offer the California quarter and half dollar pieces in three qualities of gold, 4, 10 and 12 carat; the quality of gold is guaranteed as represented. They are made in nine different dates--1852, 1853, 1854, 1855, 1856, 1857, 1858, 1859 and 1860--in two different shapes (round and octagonal), thus making 18 different quarter and 18 different half-dollar pieces, equal to 36 varieties of coin. This immense variety gives my coin a great advantage over any of my competitors, as it adds to the volume of business, because collectors and others always buy every variety made.

4 carat costs you $33\frac{1}{3}$ cents for \$1.00 in my coin; that is, four 25-cent pieces or two 50-cent pieces for $33\frac{1}{3}$ cents American money.

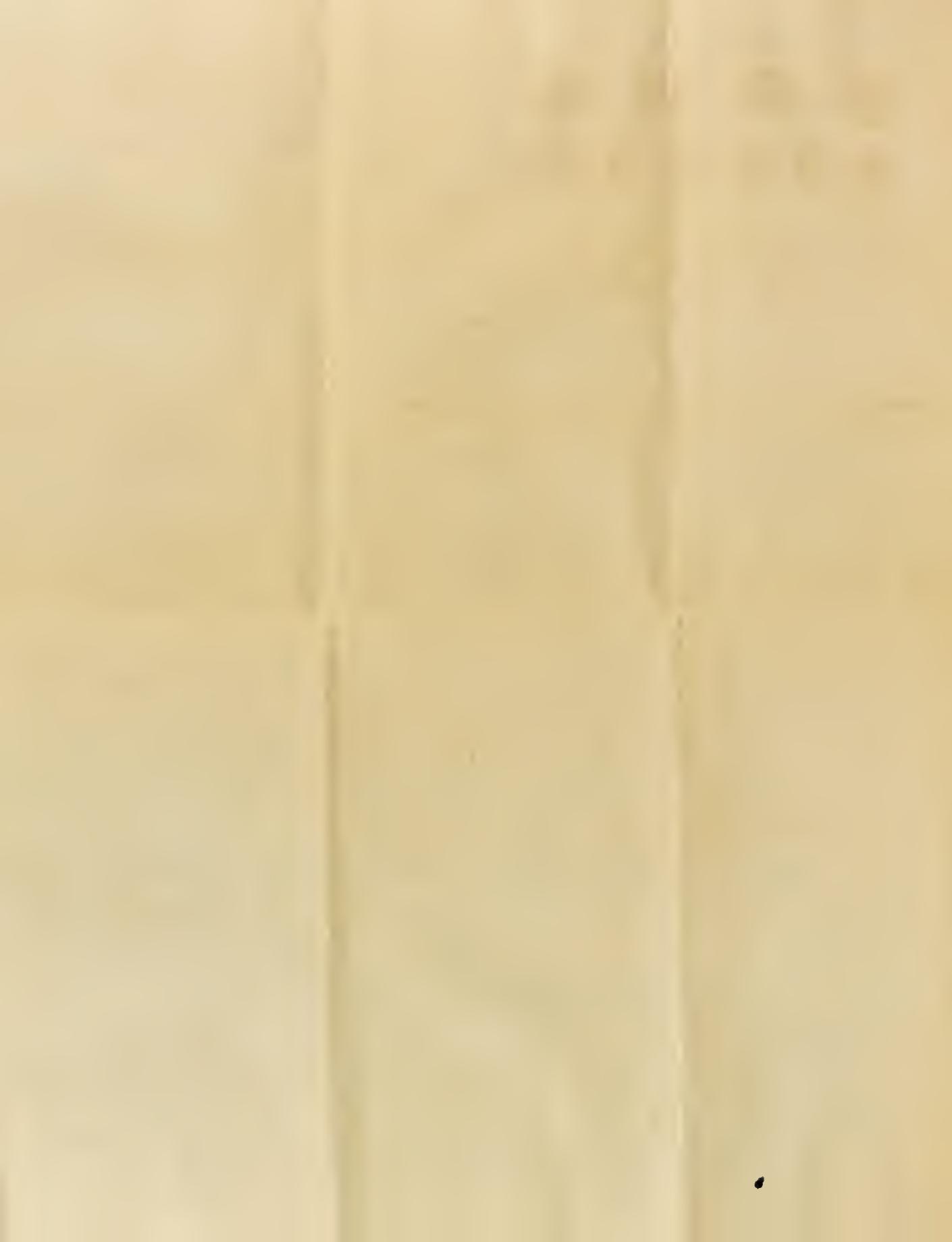
10 carat costs you 45 cents for \$1.00 in my coin; that is, four 25-cent pieces or two 50-cent pieces for 45 cents American money.

12 carat costs you 55 cents for \$1.00 in my coin; that is, four 25-cent pieces or two 50-cent pieces for 55 cents American money.

Prices quoted are for equal numbers of one-half and one-quarter dollar pieces.

In ordering, leave the assorting to me; simply state the quality by carat and amount in American money wanted, unless you desire a special order or assortment.

As these coins are almost always sold over face value, the profit is enormous, and as they cannot be sold if offered under their representa-



tive value, competition is out of the question. They never get out of fashion, so the sale for them is beyond doubt.

All qualities are made from the same dies, therefore it is impossible, without testing them with acid and test stone, to know the difference in quality; but to hold your trade, it is advisable to buy good quality.

I am also making small-size velvet-lined boxes to contain a set of four coins, one round, and one octagon, of each one-quarter and one-half dollar. Price \$1.00 per dozen.

Cash is not required in advance when satisfactory references are given. I will execute orders from \$5.00 up.

The coin represented on the other side is one of the best sellers and bears the largest profit of any article made, either for an itinerant merchant, one who depends for a living principally on the trade of tourists, or one who has a fixed place of business. These coins have advantages that no other kind of merchandise can offer. They occupy no space, cost absolutely nothing for transportation, are attractive and take little or no space in a show window.

The most difficult customers to please, such as bargain hunters, are easily satisfied, because you sell them the prettiest and cheapest gift for comparatively nothing.

It also has the added advantage in that it can be conveyed through the mail without extra charge for postage to a friend at any desired distance.

They can be made into jewelry, brooches, ladies' and gentlemen's pins, fobs, chains, bangles, earrings, rings, etc.

When tarnished by gas or exposure they can be cleaned as any ordinary gold jewelry, with a jewelers' brush, rouge and buckskin.

Hoping to receive your command, I am,

Respectfully,

